



Curtis Adams

VP, Product Procurement Department, Topco

- 37-years-old
- Single
- MBA
- Comfortable using a computer, intermediate Internet user, with a T1 connection at work and cable at home
- Uses the web about 2-3 hours a day for his work

“What’s the bottomline?”

Curtis is concerned about the way that the market will affect the bottomline of his company. He looks carefully at all the forces that shape the markets. He studies short and medium range market forecasts, market outlooks, and trends and analysis.

He writes up his analysis in internal memos and reports that form the basis for the company’s procurement strategy and also gives presentations to board of directors, franchisees, and shareholders.

Curtis looks to a very wide range of sources, including the *WSJ*, *NY Times*, and *Washington Post*. He uses commodity industry websites and periodicals for news, ERS and NASS for economic analysis and data, and USDA and other government sites for information regarding trade policy, regulation, and legislation issues.

He also keeps abreast of what other businesses/competition are doing in terms of procurement.

He uses ERS as a good source of market outlook analysis, of reports on the impact of policy, supply and demand analysis, and of historical market data.

When not in DC, he likes to get away to his vacation house on the coast of North Carolina.

Key Attributes

- Concerned primarily with the bottomline of the company and maintaining a competitive edge
- Goal-oriented
- Business-minded

Tasks

- Researches forces that will impact markets the company is invested in
- Analyzes current and future company procurement strategies
- Prepares procurement strategy documents
- Prepares reports and presentations to board of directors

Informational Goals

- Broad subject focus
- Looks for market analysis and topics dealing with company’s market segment
- Prefers summaries, trends, and value-added analysis to raw data
- Periodically checks in at favorite sources
- Keeps abreast of current developments, regulations, and legislation
- Seeks comparative information about what other businesses are doing
- Values timeliness, depth, and credibility in information

